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Vaughan's Seed Co.

85 WHITE STREET
NEW YORK 13, N. Y.

BULK RATE
U. S. POSTAGE
PAID
NEW YORK, N. Y.
PERMIT No. 15248

***BE MODERN!***

**Sell Modern Lawn Seed Mixtures**

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# VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

## 18 DESBROSSES STREET, NEW YORK 13, N. Y.

PHONE
WAlker 5-4555
BArclay 7-4900 Ext. 2

JANUARY 10, 1958

We quote today's values, subject to market changes, f.o.b. cars New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See pages 2 and 8 for additional grass and bird seeds.

| | Per 100 lbs. |
|---|---|
| **RED CLOVER** | |
| Medium, purity 99% | 39.00 |
| Kenland | 42.00 |
| Pennscott | 42.00 |
| **ALSIKE CLOVER** | |
| Extra Fancy, purity 99% | 30.00 |
| **ALFALFA** | |
| Northern, purity 99% | 36.00 |
| Grimm, purity 99% | 39.00 |
| Buffalo Alfalfa (certified) | 40.00 |
| Ranger Alfalfa (certified) | 38.00 |
| Atlantic Alfalfa (certified) | 40.00 |
| Du Puitts (certified) | 48.00 |
| Vernal (certified) | 55.00 |
| Narragansett (certified) | 68.00 |
| **WHITE CLOVER** | |
| Purity 95% | 45.00 |
| Purity 98% | 48.00 |
| Packed in 1 lb. carton bags, $8.00 higher than above prices. | |
| Ladino White Clover (certified) | 50.00 |
| New Zealand Cert. White Clover | 65.00 |
| Kent Wild White Clover | 110.00 |
| **OTHER CLOVERS** | |
| Sweet Clover | 16.00 |
| Birdfoot Trefoil | 85.00 |
| Inoculation for Clovers and Alfalfa 35c Bus. Size | |
| **TIMOTHY** | |
| Fancy, purity 99.65% | 16.00 |
| **TIMOTHY & ALSIKE (mixed)** | |
| Containing 20% Alsike | 20.00 |
| **REDTOP** | |
| Solid Seed, purity 92% | 35.00 |
| Solid Seed, purity 95% | 37.00 |
| Solid Seed, purity 98% | 40.00 |
| Unhulled, purity 50% | 20.00 |
| **BLUE GRASS** | |
| Kentucy, fancy, purity 85% | 54.00 |
| Kentucky, extra fancy, purity 90% | 59.00 |
| Kentucky, superfine, purity 98% | 68.00 |
| Canada Blue, fancy | 60.00 |
| Merion Kentucky Blue | 130.00 |

| | Per 100 lbs. |
|---|---|
| **ROUGH BLUE GRASS** | |
| Poa Trivialis | 33.00 |
| **RYE GRASSES** | |
| Domestic Ryegrass | 9.00 |
| Italian Ryegrass (Domestic) | 9.00 |
| Perennial or English Rye Grass in bulk | 11.00 |
| Perennial or English Rye Grass in 5 lb. bags | 15.00 |
| **BENT GRASSES** | |
| Astoria Colonial Bent | 60.00 |
| Colonial Bent Blue Tag | 65.00 |
| Seaside Bent | 115.00 |
| Highland Bent | 36.00 |
| Mixed Bent (South German) | 125.00 |
| Penncross Creeping Bent $35.00 | 10 lbs. |
| **RED AND TALL FESCUES** | |
| Chewing Fescue (Domestic) | 43.00 |
| Creeping Red Fescue (Domestic) | 46.00 |
| Creeping Red Fescue (Imported) | 40.00 |
| Illahee Creeping Red Fescue | 55.00 |
| Penn Lawn Fescue | 57.00 |
| F 74 Creeping Red | 55.00 |
| Penn State Chewing Fescue | 45.00 |
| Alta Tall Fescue | 17.00 |
| Kentucky 31 Tall Fescue | 17.00 |
| Hard Fescue Blue Tag | 65.00 |
| **HAY GRASSES** | |
| Meadow Fescue | 20.00 |
| Orchard Grass | 24.00 |
| Brome Grass (Lincoln) | 25.00 |
| **MISCELLANEOUS** | |
| Dwarf Essex Rape | 13.50 |
| Hairy or Winter Vetch | 19.00 |
| Canada Field Peas | 9.00 |
| Sudan Grass (Piper) | 10.50 |
| Black Wilson Soy Beans | 6.00 |
| **MILLETS** | |
| Golden | 10.00 |
| Japanese | 8.00 |
| Hungarian | 12.00 |
| **MISCELLANEOUS GRAINS** | |
| Seed Buckwheat | 7.50 |
| Rice, Broken | 11.50 |
| Hulled Oats | 7.00 |
| Flax, Whole | 12.00 |
| Seed Rye | 5.00 |

| | Per 100 lbs. |
|---|---|
| **LAWN MIXTURES** | |
| Quick Result Mixture Composed of Quick Growing Grasses in bulk | 14.00 |
| Quick Result Mixture Composed of Quick Growing Grasses in 5 lb. bags | 18.00 |
| *Columbia Park in bulk | 20.00 |
| *Gramercy Park in bulk | 25.00 |
| *Duryea's Central Park Choice in bulk | 45.00 |
| *Old Homestead in bulk | 47.50 |
| *Duryea's Evergreen in bulk | 52.50 |
| *Duryea's Superior in bulk | 57.50 |
| *Shady Spot fancy, in bulk | 40.00 |
| Athletic Mixture | 52.00 |

*Indicates brands put up in 1, 2 and 5 lb. bags at extra cost of:
8.00 per 100 lbs. for 1 lb. bags
6.00 per 100 lbs. for 2 lb. bags
4.00 per 100 lbs. for 5 lb. bags

See back page for Original Vaughan Mixtures.

**GRASS MIXTURES**

For Hay and Pasture — 32.00

**INOCULATION**

**LEGUME-AID (Powder Form)**

| | |
|---|---|
| 1 bu. size Alfalfa and All Clovers and Trefoil | .35 each |
| 2½ bush. | .70 each |
| 100 lb. size Peas and Vetch | .35 each |
| 2 bu. size Soy Beans | .26 each |
| Pkt. Birdsfoot Trefoil | .20 each |

ASK FOR PRICES ON:
LONG ISLAND MIXTURE
MEETS BASIC RECOMMENDATIONS
of the L. I. AGRICULTURAL INSTITUTE
Packed in 5 lb. cotton bags and 100 lb. burlap bags

NEW JERSEY STANDARD MIXTURES
100 lb. burlap bags
Special Mixtures

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."

# Three Newest Grasses Developed by Research Now in VAUGHAN'S Master Blend® of Merion Formula

## NOW, A MERION LAWN IS NOT ONLY BEST BUT COSTS LESS THAN SECOND BEST

An important change has come in the lawn seed market.
A Merion lawn, to which researchers give top rating for beauty, vigor and wear resistance, is now available at less cost for the same area than the finest Kentucky Blue Grass mixtures.
One pound of Vaughan's Merion Formula, retailing for $1.89, will seed an area of 750 to 1,000 sq. ft. It would take 2 to 3 lbs. of a high grade Kentucky Blue Grass mixture at a higher total cost to sow an equal area.

### Merion Grows Sports Turf for Champions.

Turf experts in charge of famous playing fields have learned this by experience. Chicago Cubs' park, the New York Yankees' stadium, Briggs' Stadium in Detroit and athletic fields at Purdue, Notre Dame, Michigan State and West Point are covered with its beautiful, enduring green carpet.

## VAUGHAN'S STRAIGHT MERION KY. BLUE GRASS

**Packed in attractive 1, 3 and 5 lb. sizes or bulk**

1 lb. cartons .....(Retails $ 2.15).....$ 35.00 per case of 25
3 lb. cartons .....(Retails $ 6.40).....$ 65.76 per case of 16
5 lb. cartons or bags .....(Retails $10.50).....$ 67.50 per bale of 10
10 lbs. ..... $13.30 25 lbs. ..... $33.00 100 lbs. ..... $130.00

**ONE POUND WILL SOW 500 TO 750 SQ. FT.**

## ADVANTAGES OF A MIXTURE.

Wherever lawns are grown, grass seed mixtures have long been considered more certain than any single variety to produce a good lawn. This is because in any lawn area soil texture, drainage, shade and other factors are rarely uniform. The exact variations cannot betold in advance of sowing, so the practice arose of mixing several grasses, adapted to different conditions, to make sure that at least one of the group would thrive over every inch of the soil surface.
Delta Kentucky Blue Grass, developed by turf researchers in Canada, where seedling vigor and quick early growth are important because of their climate, provides a quick cover for the slower starting Merion.
Pennlawn Creeping Red Fescue, a hybrid developed at the Pennsylvania State University, thrives in sandy soil and shady places, where Merion might grow thinly. Thus a thick green carpet is assured over the entire lawn area, and experience has shown that the beautiful Merion color dominates the lawn.

## VAUGHAN'S MASTER BLEND® OF MERION FORMULA

A great improvement has been made in this Merion mixture. Besides a million seeds of Merion Kentucky Blue Grass, it now contains two other new grasses—developed by scientific research —Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue.

**Packed in Attractive Colored 1 lb., 3 lb. and 5 lb. Sizes**

1 lb. cartons .....(Retails $ 1.89).....$ 28.75 per case of 25
3 lb. cartons .....(Retails $ 5.60).....$ 53.76 per case of 16
5 lb. cartons or bags .....(Retails $ 9.15)..... $ 55.00 per bale of 10
10 lbs. ..... $10.80 25 lbs. ..... $26.75 100 lbs. ..... $105.00

**Display Signs Available to Help Sell Merion Blue Grass**

# OTHER Vaughan's MIXTURES FOR SPRING 1958

**Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.**

## VAUGHAN'S PARKS FORMULA

**NOW CONTAINS DELTA BLUE GRASS THE NEW BLUE GRASS DEVELOPED FOR SEEDLING VIGOR**

1 lb. cartons .....(Retails $ 1.30).....$ 19.25 per case of 25
3 lb. cartons .....(Retails $ 3.85).....$ 36.00 per case of 16
5 lb. bags .....(Retails $ 6.35).....$ 36.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags .....$72.00 100 lb. lote .....$69.00
50 and 25 lb. bags .....$71.00 500 lb. lots .....$68.00

**On Larger Lots Ask For Prices**

## VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

**Especially adapted for medium shade and sandy soils.**

1 lb. cartons .....(Retails $ 1.20).....$ 17.75 per case of 25
3 lb. cartons .....(Retails $ 3.55).....$ 33.12 per case of 16
5 lb. bags .....(Retails $ 5.85).....$ 33.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags .....$66.00 100 lb. lots .....$63.00
50 and 25 lb. bags .....$65.00 500 lb. lots .....$62.00

**On Larger Lots Ask For Prices**

## VAUGHAN'S DENSE SHADE FORMULA

**Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade.**

1 lb. cartons .....(Retails $ 1.20).....$ 17.75 per case of 25
3 lb. cartons ..... (Retails $ 3.55).....$ 33.12 per case of 16
5 lb. bags .....(Retails $ 5.85).....$ 33.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags .....$66.00 100 lb. lots .....$63.00
50 and 25 lb. bags .....$65.00 500 lb. lots .....$62.00

**On Larger Lots Ask For Prices**

## VAUGHAN'S PRIVATE ESTATE

***Now Contains Merion Ky. Bluegrass — It Stays Green***

**This is a top quality lawn seed mixture of permanent fine bladed grasses.**

| | Retail Prices | Dealer Price |
|---|---|---|
| 1 lb. | $ 1.55 | $22.50 per case of 25 |
| 3 lbs. | 4.60 | 14.00 per case of 16 |
| 5 lbs. | 7.50 | 13.00 per bale of 10 |
| 10 lbs. | 14.50 | lots of 5 or more $ 8.10 each |
| 25 lbs. | 35.50 | lots of 2 or more 20.50 each |
| 100 lbs. | 138.00 | $78.00 per 100 lbs. |

## VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

**This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. Consists of Chewings and Creeping Red Fescue, Kentucky Blue and Highland Bent. All of higher qualities than standards.**

| | Retail Prices | Dealer Price |
|---|---|---|
| 1 lb. | $ 1.25 | $15.50 per case of 25 |
| 5 lbs. | 6.00 | 30.00 per bale of 10 |
| 25 lbs. | 28.75 | lots of 2 or more $14.50 each |
| | | $55.00 per 100 lbs. |

## VAUGHAN'S EXCEL LAWN MIXTURE

**A GOOD MIXTURE FOR QUICK RESULTS**

1 lb. cartons .....(Retails $ .80)..... $ 12.00 per case of 25
3 lb. cartons .....(Retails $ 2.35)..... $ 22.08 per case of 16
5 lb. bags .....(Retails $ 3.85)..... $ 22.00 per bale of 10
25 lb. bags—$.12 per lb. 100 lbs.—$10.00 500 lbs.—$195.00

## SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

# BE MODERN! Sell Modern Lawn Seed Mixtures

# Vaughan's Seed Company

ESTABLISHED 1876

**Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WAlker 5-4555 or BArclay 7-4900 Ext. 2**

Main Office, 85 White Street (near Lafayette St.) • Phone BArclay 7-4900 • New York 13, N. Y.

**January 10, 1958**

**NOW-**

1- TWIST-O-GRIP
2- DIAL-A-FEED
3- CONSTANT FLOW
4- EVEN FEED

# VAUGHAN'S NEW IMPROVED LAWN SPREADERS

18 INCH

**18 Inch.** Modern precision application rate control, so you can cover up to 700 square feet of area with 1 lb. of merion blue. Shutter instantly locked, open or closed, by twist of grips. Far superior to all other spreaders. Plated agitator to resist acid corrosion and rust. Easily assembled. Sturdily built. Heavy rubber tires. Max. capacity, 50 lbs.

Scientifically and accurately spreads all fertilizers and lawn seeds. 18 inch and 24 inch available in two-tone colors. Pink, Blue and Yellow with Grey trim.

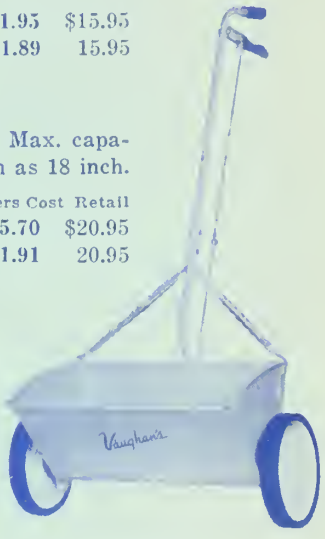
| Cat No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S524 | 18 in. | 1 | 30 lbs. | $11.95 | $15.95 |
| | 18 in. | 3 | 90 lbs. | 31.89 | 15.95 |

**24 Inch.** Professional Model. Max. capacity 70 lbs. Same construction as 18 inch.

| Cat No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S525 | 24 in. | 1 | 34 lbs. | $15.70 | $20.95 |
| | 24 in. | 3 | 102 lbs. | 41.91 | 20.95 |

**16 Inch.** Positive shutter opening and closing by means of grip-squeeze lever. Heavy gauge steel handle and welded hopper. Color Lavender only. Capacity 25 lbs.

| Cat No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S523 | 16 in. | 1 | 13 lbs. | $ 5.95 | $ 7.95 |
| | 16 in. | 3 | 39 lbs. | 15.90 | 7.95 |




16 INCH

## VAUGHAN'S NEW SPECIALTIES

### VAUGHAN'S MERION BLUE GRASS SEEDER

New scientific garden tool that saves time and money. Insures a uniform seeding by a steady continuous spreading of lawn seed. Can be also used for Grub proofing of Lawns by spreading Dieldrin, Chlordane, Dry Fertilizers or Powdered Weed Killers.

RETAIL EACH ..... $4.95
YOUR COST EACH ..... $3.30

### VAUGHAN'S LAWNOVATER

The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil . Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH ..... $4.95
CASE OF 4 ..... $11.88

### VAUGHAN'S FORMULA Z TURF FUNGICIDE

**TURF FUNGICIDE.** This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.

| Cat. No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| $304 | 8 oz. | 12 | 12 lbs. | $25.20 | $ 3.50 |
| | 5 lbs. | 1 | 6 lbs. | 14.85 | 24.75 |

### VAUGHAN'S NEW PISTOL-GRIP DUSTER

At last we have found a Duster that will really do a thorough job and still leave one hand free. Our new Pistol-Grip Duster is right in economy, accuracy and ease of handling. Hold it like a pistol and when dusting pick your target and shoot away, your free hand can then be used to push outer branches aside permitting you to shoot the dust in the hard to get at places. Pistol-Grip Duster, equipped with a 3 finger trigger and agitator for ease of operation and non clogging steady flow.

RETAIL EACH ..... $7.85
YOUR COST EACH ..... $5.25

# Vaughan's "SODAR"* CRAB GRASS KILLER

*Registered Trade Mark

The newest chemical in selective Weed Killers. A patented chemical known as Di Sodium Monomethyl Arsonate. Patent #2678265 "Sodar".* Green superintendents were amazed by the effective way in which this chemical, being new to the weed killing group, removed Crab Grass and Chick Weed from their grass areas without the slightest injury to the Turf Grasses. Not only did it do a better job than those previously used, but it was far more economical and easier to apply. Due to its remarkable selectivity it will not injure Bent Grass, Merion Blue, Kentucky Blue, Fescue, etc. Vaughan's was the first to introduce SODAR* Nationally and still leads the field in tests and experiments. Vaughan's SODAR* Crab Grass Killer is the best Crab Grass and Chickweed Killer known to date. Don't accept substitutes, get the original.

| SIZE | RETAIL PRICE | QUANTITY PER CASE | YOUR COST PER CASE |
|---|---|---|---|
| 4-oz. treats 1,000 sq. ft. | $ 1.25 | 12 | **$ 9.00** |
| 1-lb. treats 4,000 sq. ft. | 3.50 | 12 | **25.20** |
| 5-lb. treats 20,000 sq. ft. | 14.75 | 2 | **17.70** |

Note the full 40% mark up on all sizes.
Also available in **25, 50 and 100 lb. size drums.**

## LIQUID SUPER SODAR* *For Quick Kill*

*Reg. applied for.

This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days. Full instructions come with it, it will quickly clear a heavily infested space where you may want to make a new lawn. 1 pint covers 1500 sq. ft.

| Cat. No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S271 | 1 pt. | 12 | 20 lbs. | $16.92 | $2.35 |
| | 1 qt. | 12 | 35 lbs. | 28.44 | 3.95 |

# *KO Combines Sodar® and 2, 4D

## READY TO SPREAD

Here's Vaughan's SODAR®, deadliest enemy of crab grass, and 2,4D, fatal to other lawn weeds, now combined in one dry formulation for easy application. 9 lbs. treats 2,500 sq. ft., 18 lbs. treats 5,000 sq. ft.

*Registration Apld. U. S. Pat. Off.

| Cat. No. | Packed | Wt. | Dealer Cost | Retail ea. |
|---|---|---|---|---|
| S-378 | 1 | 9 lb. | $2.64 | $3.95 |
| S-378 | 4 | 36 lb. | 9.48 | 3.95 |
| S-378 | 1 | 18 lb. | 4.64 | 6.95 |
| S-378 | 2 | 36 lb. | 8.34 | 6.95 |

Prepaid in lots of $75.00 or more.

***KO...**
GUARANTEED CONTROL FOR

| | |
|---|---|
| Crab Grass | Hen Bit |
| Chickweed | Moneywort |
| Black Medic | Pigweed |
| Burdock | Plantain |
| Dandelion | Purslane |
| Fleabane | Ragweed |
| Goosegrass | Yarrow |

and many others

# VAUGHAN'S LAWN WEED KILLER

Of all the weed killing chemicals, the original discovery, 2-4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2-4-D plus 2-4-5-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at $1.00, carton of 24, **$14.40**
Quarts covers 5,000 sq. ft., retails at 2.75, cartons of 12, **19.80**

# VAUGHAN'S LAWN CLOVER KILLER

Here is a brand-new product, developed to satisfy the thousands of calls we have had from dealers for a Lawn Clover control—and primarily White Dutch Clover.

Surprised to hear that anyone wants to KILL white clover? So were we at first. During the past few years, however, White Clover, once considered a valuable lawn plant, has lost much of its popularity. New home owners, landscapers and green superintendents are anxious to find a chemical to control it.

Perhaps the most important reason why white clover is no longer desirable is the increase in Anthracnose, a fungus disease which can leave a lawn an expanse of dead brown patches. Anthracnose continues to gain in severity each year.

Another reason owners give us for killing white clover is its soft, slippery surface which stains shoes and clothing. Others consider the white blossoms a nuisance.

Whatever the reason for killing it, white clover in a lawn means profits for the progressive dealer. Sales tests indicate a large and growing market.

The active ingredient in Vaughan's Lawn Clover Killer is a relative of 2,4-d which can penetrate the woody stems of old clover and kill it. Yet if used as directed, is harmless to permanent lawn grasses.

Now, Vaughan's Lawn Clover Killer can be recommended for the control of this pest, without injury to turf. Clover should disappear within two weeks. Here is a product specifically designed to kill an important weedy plant. Meet the demand for this product; stock Vaughan's Lawn Clover Killer. Display it or your Counter and you'll be surprised how quickly the display carton will empty.

Available in 8 ounce cans, packed 24 per case. **$18.00** per case Retails at **$1.25** each

# VAUGHAN'S NEW ROSE AND PLANT DUST OR SPRAY

Also Packed in Refillable Squeeze Duster

A combination Insecticide and Fungicide formulated with the latest chemicals known to Science. There are so many new Insecticides and Fungicides that few amateurs can keep informed about all of them. Now there is no need, we have taken the best of them and put it into one all purpose Dust which can also be used as a Spray to protect your Plants from both insects and diseases. The trouble that threatens Plants need not be diagnosed. As soon as it is observed you Dust or Spray with our preparation and kill the pest or cure the ailment before the damage is done. You and your clerks need no longer scratch your head when your customer asks "what shall I spray or dust on my roses or plants, shrubs, evergreens, trees, etc., with" you have it all in one regardless of the trouble. Give this sure seller a prominent space in your store and watch the sales go up.

8-oz. pump gun, retail $1.25, 24 to case, **$18.00** per case
1-lb. container, retail 1.50, 12 to case, **10.80** per case
4-lb. container, retail 5.20, 10 to case, **31.20** per case

**ROSE AND PLANT REFILLABLE SQUEEZE DUSTER**

| Cat. No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S267 | 8 Oz. | 12 | 9 lbs. | $10.00 | $1.39 |

## VAUGHAN'S TOMATO VEGETABLE DUST

### AND FRUIT TREE DUST OR SPRAY

***A Vegetable Dust or Spray That Answers Most of The Home Gardener's Problems***

Now retail salesmen can recommend one product to control most common insects and diseases which attack the food garden. Now you can reduce inventory. No need for dozens of special products for different pests.

Vaughan's Tomato and Vegetable Dust does a complete and effective job from early Spring through late Fall. Developed with the aid of leading entomologists, this formula is one used by many specialists in their personal gardens.

Available in 8 oz. Pump Gun
12 oz. and 3 lb. cans.

| | | |
|---|---|---|
| 8 oz. Pump Gun (12 to case) | $ 7.20 | Retail $1.00 |
| 12 oz. cans (24 to case) | $19.44 | Retail 1.35 |
| 3 lb. cans (12 to case) | $30.24 | Retail 4.20 |

## VAUGHAN'S PEAT PLANT-A-POT* INSURES THE LIFE OF SEEDLINGS

Your customers who start flower and vegetable seeds in cold-frames, hotbeds or their homes for an early start, can insure success by sowing the seeds in Vaughan's Plant-a-Pots.

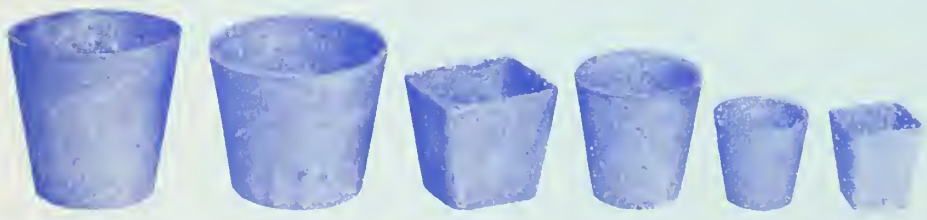
Transplanting shock, which gives a serious set-back to seeding plants which are lifted from the soil when moved to the garden is entirely avoided by using Plant-a-Pots. This enables the plants to flower, or reach harvest size several weeks earlier. Moisture quickly penetrates the walls of the pot, facilitating watering. If the pots are placed in a box, pan or tray, water can be poured into the bottom and will be absorbed.

The roots of each tray seedling need never be disturbed, but as soon as the weather is right and the seedling large enough the pot can be set out in the garden. Here the plant will grow unchecked, the roots growing through the pot as it disintegrates. The decayed pot material will improve the soil and helps to retain moisture.

Display box illustrated is printed in three colors, taking counter space 21 x 13 inches, 17 inches high. It displays 40 plastic wrapped stacks of 2¼ inch size, 12 to the stack; or 24 plastic wrapped stacks of 3 in. size, 8 to the stack. This display is free with each carton containing 144 stacks of either size.

| Cat. No. | Size | Packed | Dealers Cost | Retails |
|---|---|---|---|---|
| S1431A | 2¼ in. | 144 Stacks | $33.70 | 39c Stack |
| S1431B | 3 in. | 144 Stacks | 33.70 | 39c Stack |

*Registration Applied for.



4-in. Standard Round — 4-in. Azalea — 3-in. Square — 3-in. Round — 2¼-in. Round — 1⅞-in. Sq.

### WE PREPAY DELIVERY ON VAL-PEAT POTS

**Orders Must Be 150 Lbs. or Over from Chicago, Lebanon, Ind., and New York, Within a Radius of 1000 Miles**

| Inside top Dimension of pot | Number of pots | Number pots per Carton | Approx. Wt. of Carton | Price per 1000 |
|---|---|---|---|---|
| S-1428 1¾-in. | 2,500 to 17,500 | 2500 | 30 lbs. | $7.00 |
| Side | 20,000 to 70,000 | | | 6.50 |
| Square | 72,500 and over | | | 6.00 |
| S-1428A 2¼-in. | 2,000 to 18,000 | 2000 | 32 lbs. | 7.25 |
| Diameter | 20,000 to 74,000 | | | 6.75 |
| Round | 76,000 and over | | | 6.25 |
| S-1428B 3-in. | 1,000 to 9,000 | 1000 | 28 lbs. | 13.25 |
| Diameter | 10,000 to 49,000 | | | 12.25 |
| Round | 50,000 and over | | | 11.00 |

| Inside top Dimension of pot | Number of pots | Number pots per Carton | Approx. Wt. of Carton | Price per 1000 |
|---|---|---|---|---|
| S-1428D 3 in. | 1,000 to 9,000 | 1000 | 30 lbs. | $16.50 |
| Diameter | 10,000 to 49,000 | | | 15.25 |
| Square | 50,000 and over | | | 14.00 |
| S-1428C 4-in. | 500 to 2,000 | 500 | 30 lbs. | 27.50 |
| Diameter | 2,500 to 9,500 | | | 25.00 |
| Round | 10,000 and over | | | 22.50 |
| S-1428E 4-in. | 500 to 2,000 | 500 | 28 lbs. | 25.00 |
| Round | 2,500 to 9,500 | | | 22.50 |
| Azalea | 10,000 and over | | | 20.00 |

Combine Val-Pak and Val Peat Pot Orders to Make 150-lb. Required Weight for Prepaid Shipments

**GROGANIC.®** 6-11-6. A long lasting plant food rich in organics. Contains no filler whatever. Bulk is provided by dried blood, fish scraps, castor pomace and vegetable meal. Boron is added to correct acidity and manganese sulphate to prevent chlorisis (yellowing) in leaves. 5 lb. retails at 85c ea.; **$6.20** per dozen. 10 lb. retails at $1.35 ea.; **$5.26** per carton of six; 25 lb. retails at $2.85; 6 for **$11.10**; 80 lb. bags retail at $6.75; 5 bags for **$22.20.**

**VAUGHAN'S ANIMAL REPELLENT ROPE.**

This rope is impregnated with improved and more effective oils which set up a barrier of scent which turns dogs, cats and rabbits away. Circle flower bed or border.

| Cat. No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S290 | 100 ft. | 6 | 8 lbs. | $7.00 | $1.75 |
| | 100 ft. | 12 | 16 lbs. | $12.60 | $1.75 |

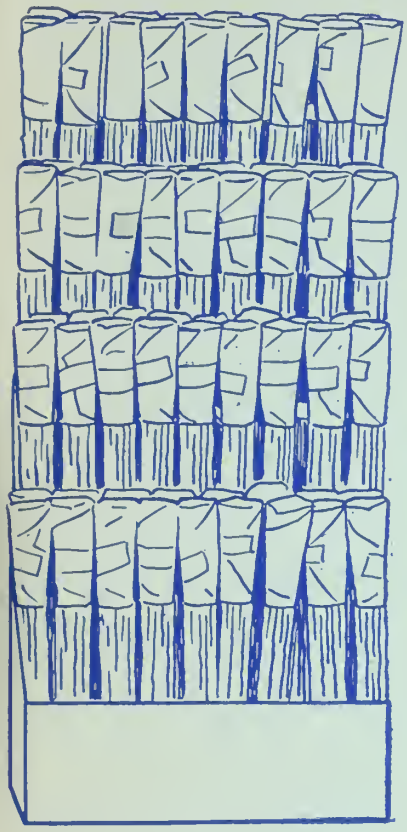
**VAUGHAN'S TREE WOUND DRESSING.**

For protection against Decay and Fungus. Apply to all Types of Tree Wounds or injuries. Use after pruning, apply in crotches where there are signs of Decay. ½-pints retail $.70, case 2 dozen $10.80; pints retail $1.25, dozen $9.00; quarts retail $1.60, dozen $11.52, gallon retail $3.50; carton of three $6.30.

**72 PAGE DEALER CATALOGUE**

**For a more complete list of items available see our 72 Page Dealer Catalogue. Free when requested on your business letterhead.**

# PACKAGED BAMBOO STAKES



Here is a real Profit Maker. Bamboo Plant Stakes are always in demand as a good plant support. Now for the first time you have a choice of packaged stakes from 1½-foot to 6-feet. All hand selected Green Dyed to blend in with foliage.

| SIZE | QUANTITY PER PACKAGE | NUMBER PACKAGES PER BALE | RETAIL PRICE PER PACKAGE | YOUR COST PER BALE |
|---|---|---|---|---|
| 1½-ft. | 25 | 40 | $ .25 | $ 5.00 |
| 2-ft. | 25 | 40 | .35 | 7.00 |
| 3-ft. | 25 | 40 | .50 | 10.00 |
| 4-ft. | 25 | 40 | .75 | 15.00 |
| 5-ft. | 25 | 40 | 1.00 | 20.00 |
| 6-ft. | 25 | 40 | 1.25 | 25.00 |

For your convenience we have packed an assorted bale which contains 24 Packages of each:

| | |
|---|---|
| 1½-ft. — retail 25¢ per package | $ 6.00 |
| 2-ft. — retail 35¢ per package | 8.40 |
| 3-ft. — retail 50¢ per package | 12.00 |
| 4-ft. — retail 75¢ per package | 18.00 |
| RETAIL VALUE | $44.40 |
| YOUR COST | 22.00 |

THAT IS OVER 100% PROFIT

## ROOTONE

**S-287 ROOTONE** with Fungicide stimulates the natural tendency for roots to form on slips or cuttings. Rooting takes place in a much shorter time, heavier root systems are formed and fewer cuttings die from disease. Newly added fungicide controls damping-off and other soil-borne diseases. Price. ¼-oz. pkt., 25c; display carton of 24, $4.00. 2-oz. jar, enough to treat 3,000 cuttings, $1.00; doz., $8.00. 1-lb. jar will treat up to 30,000 cuttings, $5.00. Three for $12.75.

**S-289 ROOTONE No. 10.** For slow to root evergreen cuttings. 2 Oz. $2.00 Retail. 12 for $16.00; 1 Lb. $10.00 Retail. 12 for $80.00.

**S-327 TRANSPLANTONE.** For treatment of transplants of all kinds. It contains the root forming hormones, vitamins B-1 and other members of the vitamin B complex, which are important in plant growth. ½-oz. pkt., each. 25c. display carton of 24, $4.00. 3 oz., $1.00. doz., $8.00. 1 lb., $4.00. 12 for $32.00.

**S-197 FRUITONE.** The hormone spray for stopping pre-harvest drop of apples and other fruits. Also reduces drop of flowers and leaves. 2.5 oz. pkt. retails at 25c per pkt; display carton of 24, $4.00; 2 oz. (makes 25 gal spray); $1.00; doz., $8.00.

**S-218 HORMODIN POWDER.** Combination package. No. 1, 2, 3, in one carton for 75c; doz., $6.00.

**S-215** No. 1 Powder, 1¾-oz. tin, each 50c; doz. $4.00.

**S-216** No. 2 Powder, 1¾-oz. tin, each, 75c; doz. $6.00.

**S-217** No. 3 Powder, 1-oz tin, each, $1.00; doz. $8.00.

**MOLE-NOTS**—Life-saver for lawns, flower and seed beds. Sure death to bulb-eating, root-destroying moles.

MOLE-NOTS safeguard bulbs when placed in ground at time of planting. "THEIR LAST MEAL."

| Retail Price | Contents | Units Per Carton | Price Per Carton |
|---|---|---|---|
| 35c | 8 "Nots" | 12 | $2.52 |
| 1.00 | 50 "Nots" | 6 | $3.60 |

## WILT-PRUF

The amazing new liquid plastic spray for retarding water loss and wilting in plants. For complete protection of your evergreens, fruit trees and flowering shrubs all year 'round. Prevents injuries caused by wind-burn, sun-burn, sun-scorch and salt spray. 6 oz. size in ready to use plastic bottle.

| Cat. No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S422 | 6 oz. | 24 | 13 lbs. | $14.40 | $1.00 |
| | 1 qt. | 12 | 25 lbs. | 25.20 | 3.50 |
| | 1 gal. | 4 | 35 lbs. | 26.40 | 10.00 |

**SEQUESTRENE (CHELATED IRON) 12%** For correction of iron deficiency (chlorosis). Apply as a spray or directly to soil. Use up to 4 lbs. per 100 gals. of water as spray, up to 2½ lbs. per 1000 sq. feet in soil applications.

| Cat. No. | Size | Packed | Wt. | Dealers Cost | Retail |
|---|---|---|---|---|---|
| S311 | 4 oz. | 24 | 7 lbs. | $19.05 | $1.25 |
| | 1 lb. | 12 | 15 lbs. | 24.00 | 3.00 |
| | 5 lbs. | 6 | 53 lbs. | 40.00 | 10.00 |
| | 10 lbs. | 1 | 13 lbs. | 15.00 | 20.00 |

## AIRWRAP

**S1924 AIRWRAP.** Costly magnolias, roses, blueberries, azaleas or any woody plants can be induced to form roots on a selected stem by the Airwrap method which inexperienced gardeners can use. Once rooted the stem can be cut off and planted. Airwrap plastic film is wrapped around a ball of sphagnum moss, surrounding a wound which is prepared with a knife, according to directions. The film contains necessmake eight new plants. Each $1.95; 6 for $8.00, 12 for $14.04.

# Recleaned Bird Seeds and Grain

See Pages 1 and 2 For Grasses, Clovers, Field Seeds and Lawn Mixtures

| | Per 100 lbs. |
|---|---|
| **SUNFLOWER** | |
| Sunflower, Small Black | 11.50 |
| Sunflower, Poultry (Grey Striped) | 16.00 |
| Sunflower, Parrot (Grey Striped) | 18.00 |
| Sunflower, Large (Grey Striped) | 21.00 |
| **BIRD SEED** | |
| Canary Seed (recleaned) | 9.00 |
| Rape, Large Black | 11.00 |
| Millet, Large Yellow | 5.75 |
| Millet, Small Yellow Finch | 7.00 |
| Millet, Large Red | 5.75 |
| Millet, White | 5.50 |
| Thistle | 15.00 |

| | Per 100 lbs. |
|---|---|
| **MIXED BIRD SEED** | |
| **Mixed Canary Seed, containing:** | |
| Canary, Black Rape and Millet | 11.00 |
| Canary and Black Rape Mixed | 11.50 |
| Love Bird Seed (for Parakeets) | 10.00 |
| **OTHER BIRD FOOD INGREDIENTS** | |
| **Hemp. extra recleaned** (sterilized) | 19.00 |
| Peas, Feld | 9.00 |
| Milo Maize | 4.50 |
| Peanut Hearts | 12.50 |

| | Per 100 lbs. |
|---|---|
| **MISCELLANEOUS GRAINS** | |
| Seed Buckwheat | 7.50 |
| Rice, Broken | 11.50 |
| Hulled Oats | 7.00 |
| Flax, Whole | 12.00 |
| Seed Rye | 5.00 |

**DURYEA'S WILD BIRD SEED**

Contains All Bird Seeds - No Fillers or Screenings

| | |
|---|---|
| A—Packed in 100 lb. bags | 7.50 |
| B—Packed in 100 lb. bags | 8.00 |

(B includes 20 empty 5 lb. printed paper bags)

When ordering Wild Bird Seed be sure to specify whether you desire A or B method of packing.

**All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.**

# Vaughan's Seed Company

ESTABLISHED 1876

**Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WAlker 5-4555 or BArclay 7-4900 Ext. 2**

Main Office, 85 White Street (near Lafayette St.) • Phone BArclay 7-4900 • New York 13, N. Y.